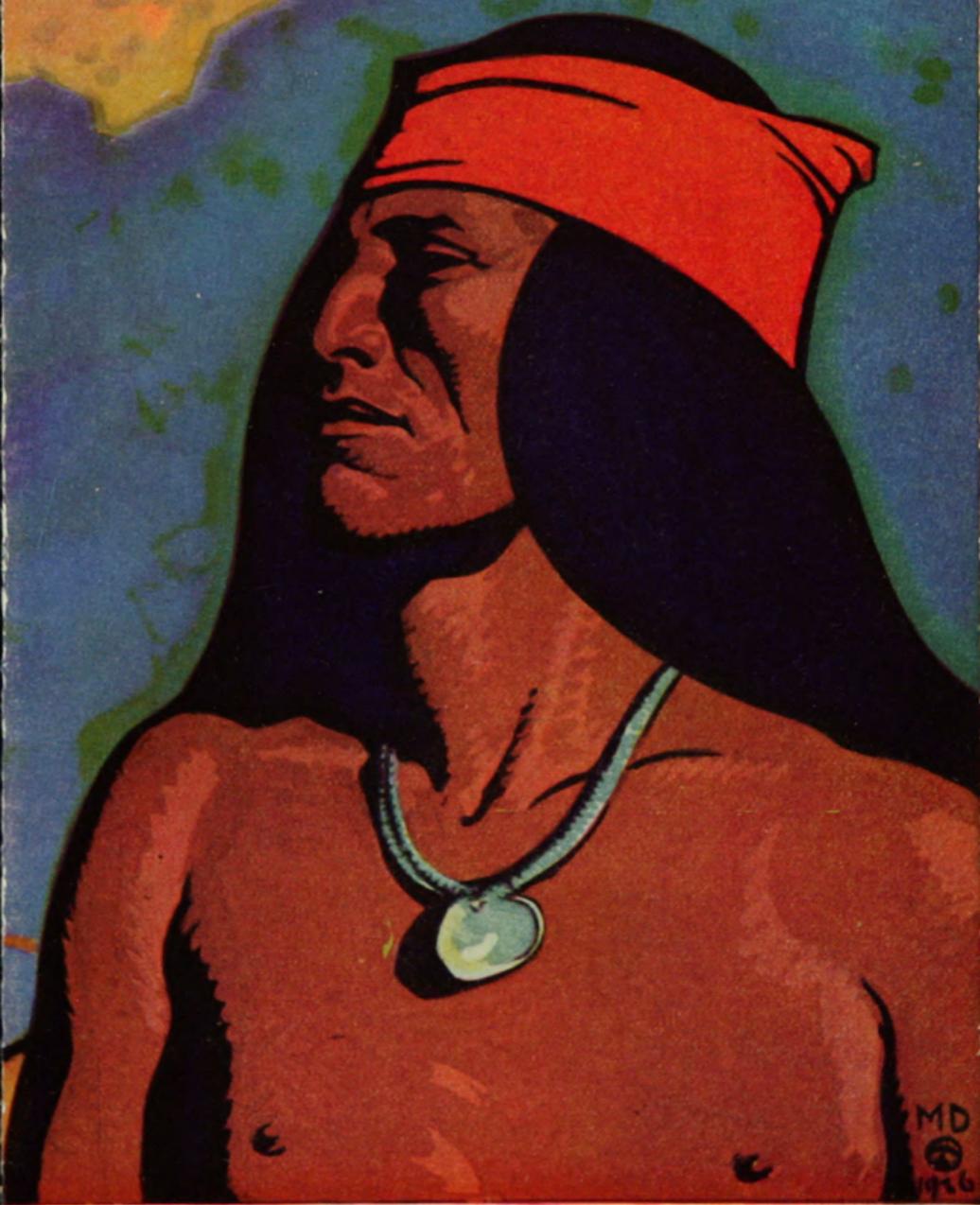


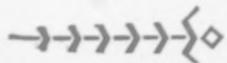
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APACHE TRAIL

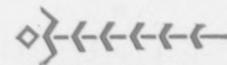


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Southern Pacific



APACHE TRAIL HIGHWAY OF ARIZONA



THE ONE DAY TRIP by motor coach over The Apache Trail highway of Arizona is a delightful break in the transcontinental journey for travelers over Southern Pacific's Sunset Route (New York-New Orleans-Los Angeles-San Francisco) and Golden State Route (Chicago-St. Louis-Kansas City-Los Angeles), and the cost is but \$10.

The Apache Trail extends from Globe, famous copper mining town, to Phoenix and for 120 miles traverses a region of strange and primitive beauty, with a recorded history dating from the 16th century and containing relics of a prehistoric civilization which flourished long before the birth of Christ.

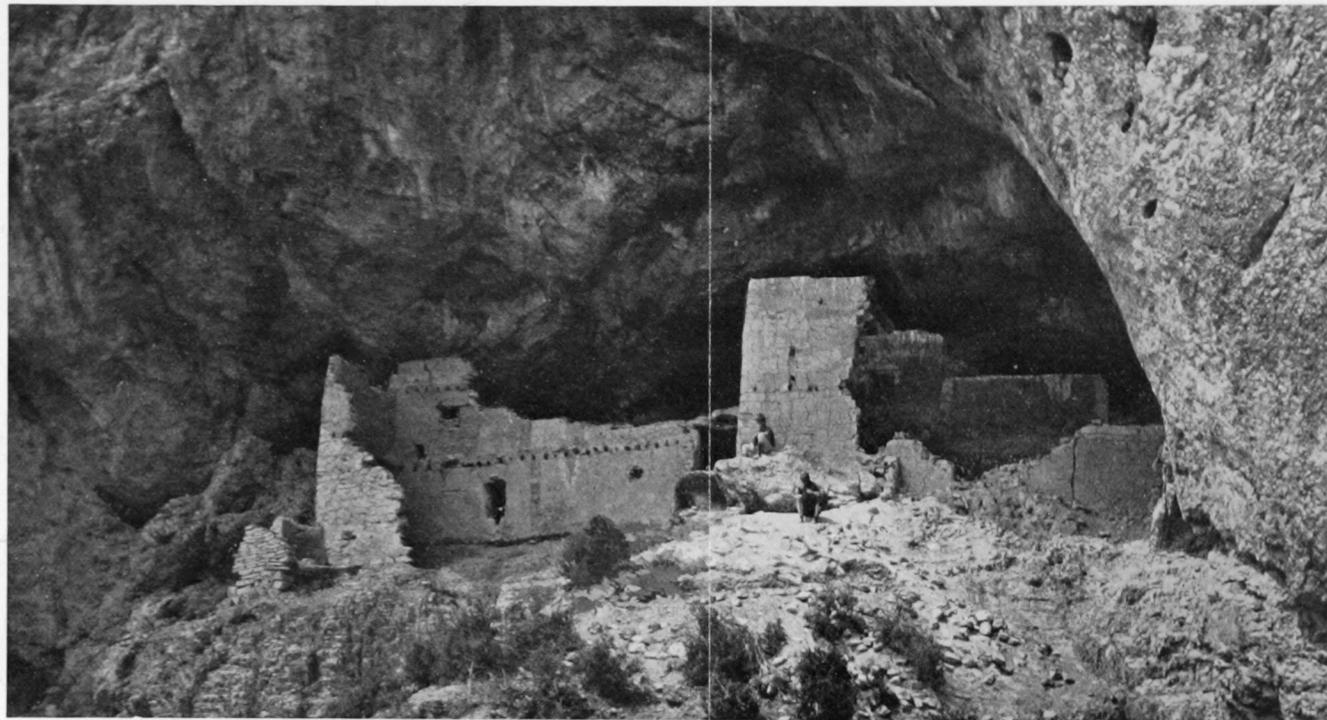
The splendid highway of today follows the old trail used by the Apache Indian—that naked, painted villain of American history—in his raids on the dwellers of the plains. And scattered along the Trail are tantalizing legacies left by a mysterious race that was only a legend when the Spaniards came in the 16th century—the great Tonto Cliff Dwellings; rocks carved with messages that still await a translator; rocky outlines in the desert sand of settlements long buried, from which scientists are now digging weapons, tools, household utensils, jewelry and religious emblems.

In striking contrast with this prehistoric background are the mines and smelters at Globe and Miami, and the vast power and irrigation project which includes the four great dams and lakes seen along the Trail.

Over The Apache Trail Highway

Soon after leaving the copper country around Globe on the westbound trip, the road begins the ascent to the summit of the Trail, 3,980 feet high. Here you enjoy a sweeping view of the vast Tonto Basin. The horizon is rimmed with peaks and ridges that stand out with a distinctness which is one of the miracles of Arizona's air. Two thousand feet below and over 15 miles away is Roosevelt Lake, and to the north is the Sierra Anchas. Sixty miles away, to the northwest, in the Mazatzal Range, rise Four Peaks, 7,645 feet high. You'll see these peaks all day.

Continuing on the way to Roosevelt Lake, the heights at the entrance to Cholla Canyon come into view on the left. Here the famous Tonto Cliff Dwellings, discovered in 1877, are seen in their overhanging caverns, and a visit to them is a feature of the regular Apache Trail trip. The motor coach stops within a few hundred feet of these dwellings, and a stopover of about an hour affords an opportunity to view them from the motor



Outstanding Among the Many Interesting Features of the Regular Trip Over the Apache Trail Highway is a Visit to the Prehistoric Lower Tonto Cliff Dwellings.

coach or to proceed on foot for a closeup inspection, in company with an Apache Indian guide.

In the dwellings are found many evidences of a high civilization. They are the largest of their kind in the Southwest and were occupied, scientists say, not less than 1,000 years ago. The floor of the lower ruin, a three-story affair, is clay, trodden hard; the posts and beams of red cypress, hewn with stone axes; across the beams are cypress and juniper boughs, sahuaro ribs and river reeds, with a top dressing of adobe clay. This was smeared by hand. In many places the finger prints of the builders are still visible.

After leaving the Cliff Dwellings the road winds along the shore of Roosevelt Lake to Roosevelt Dam, which is crossed by means of a 16-foot roadway along the top. A few hundred feet from Roosevelt Dam is Apache Lodge, where a stop is made for luncheon. If you have time and would get closer to the magic of the desert and the lure of the Apache Trail, you should spend a few days at Apache Lodge. The Lodge is open from about December 1 to March 31 and comfortable accommodations are available at \$5 and up per day, American Plan; \$2 and up per day, European plan.

Roosevelt Dam is at the narrow mouth of a canyon

cut by the waters of the Tonto and Salt Rivers. It is built of rough marble hewn from the cliffs between which it is wedged and is 284 feet high. At the base it is 210 feet long, at the top 1,125 feet.

Roosevelt Dam was the first unit of the project for the reclamation of the Salt River Valley. In addition to creating one of the richest agricultural sections in the world, the successful development of the reclamation plan has intensified the beauty and interest of The Apache Trail trip by creating not only Roosevelt Lake, 25 miles long and over 2 miles wide, but three other lakes—Apache, Canyon and Sahuaro. These four lakes extend along the Apache Trail for 64 miles.

The ride from Roosevelt to Phoenix is a succession of fantastic pictures. On leaving Roosevelt Dam, the waters of Apache Lake are encountered at the right of the Trail. These waters wind through twisting canyons to the north until they are lost to view except for an occasional glimpse in the distance as the Trail winds to the top of a lofty hill. Then the road winds through spectacular Fish Creek Canyon and continues through Hinds Canyon and Whispering Horse Canyon to Canyon Lake. The main part of this lake twists for 10 miles up Salt River Gorge to Horse Mesa Dam. Next,



Map of Apache Trail Highway

THE side trip over The Apache Trail highway between Globe and Phoenix, Arizona, is a delightful one-day break in the transcontinental journey. Comfortable motor coaches, with roofs that can be opened to give passengers an unobstructed view of the spectacular mountain scenery, travel over the fine road which follows the old trail of the Apaches, through a region famous for scenic and historic interest. Giant Roosevelt Dam, Roosevelt Lake and three other great dams and lakes lie along the route. A feature of the regular trip is the visit to the prehistoric Tonto Cliff Dwellings with an Apache guide.

Superstition Mountain comes into view. It figures in many of the Apache legends and is still feared by all Arizona Indians. One legend tells of a great flood in which Superstition played the part of Mt. Ararat. A white line near the top, the Indians say, was the high water mark. The Apaches used to swoop down on victims in the valley below whose movements they had watched from its heights.

At Apache Junction the road enters the famous Salt River Valley, which was turned into a garden by the reclamation project followed from Roosevelt Lake.

Then the road passes rich farms and through the interesting Mormon town of Mesa to Phoenix, the capital of Arizona. Phoenix offers many attractions to the visitor and is well worth a long visit.

Apache Trail Travel Information

How to Make the Trip: During winter months daily Apache Trail Pullman sleeping car is operated by Southern Pacific over Sunset Route from New Orleans via El Paso through to Globe. From Chicago, St. Louis, Minneapolis and Memphis, passengers use through Pullmans via Golden State Route to El Paso, where change is made to Apache Trail Pullman through to Globe. From Globe motor coaches proceed over The Apache Trail highway to Phoenix. From Phoenix, through Pullman cars are operated to Pacific Coast cities. East-bound, Pullman service is operated from Pacific Coast cities to Phoenix, connecting with motor coaches to Globe, thence through Pullman service from Globe to New Orleans. Passengers for Chicago, St. Louis, Minneapolis and Memphis change at El Paso to through Pullmans operated to those cities, via Golden State Route.

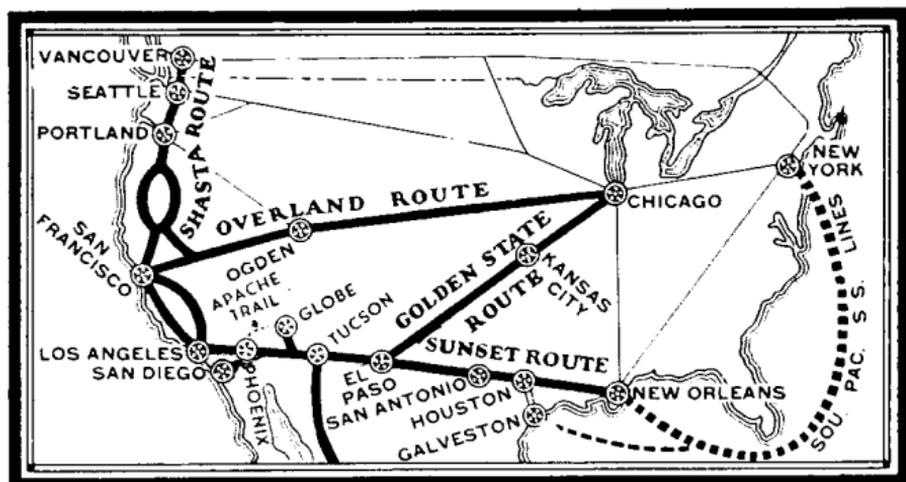
During summer months, west-bound passengers leave main line trains at Bowie, using local train service to Globe. Motor coaches leave Globe in the morning, arriving that night at Phoenix, where connection is made with Pullman service to Pacific Coast cities. East-bound passengers in summer may use Pullman service from Pacific Coast cities to Phoenix, making trip from that point by motor coach to Globe, where the night is spent at the Dominion Hotel. From Globe, local train operates to Bowie, where connection is made with Pullman service on east-bound through trains.

Fare: The rail-and-motor coach fare between Bowie and Phoenix via Globe and Roosevelt Dam is \$10.

Running Time: The time required for the motor coach trip between Globe and Phoenix, including stop for luncheon at Apache Lodge, is 8 hours, 40 minutes, westbound and 8 hours, 15 minutes, eastbound.

Baggage: Passengers should check baggage straight through to destination and make The Apache Trail trip with hand-baggage only. Baggage up to 50 pounds is carried free between Globe, Roosevelt Dam and Phoenix; charges for additional baggage, 2 cents a pound.

To the Apache Trail of Arizona



And See The Whole Pacific Coast Enroute

YOU CAN make the most of your trip "Out West" if you extend it beyond The Apache Trail of Arizona to include the whole Pacific Coast. This can be easily arranged by using alternate routes of Southern Pacific in going to and returning from The Apache Trail.

Only Southern Pacific offers four great scenic routes to California. The main stems of these four routes are indicated in the accompanying outline map.

It is to the traveler's advantage to go one way, return another. By so doing he will not only have a variety of scenery going and returning across the country, but may also see the entire sweep of the Pacific Coast. Ask your nearest Southern Pacific agent for a copy of Southern Pacific's free booklets, "How Best to See the Pacific Coast," "Southern Arizona and its Guest Ranches," "California for the Tourist," "West Coast of Mexico," and others describing the particular points of interest you would like to include in your trip.

Southern Pacific Representatives

YOUR NEAREST Southern Pacific agent or representative will gladly give you full information regarding a trip to The Apache Trail and the Pacific Coast. He will attend to such details as tickets, hotel and Pullman reservations, etc., for you, or help you with freight shipment. There are Southern Pacific representatives in most large cities of the United States, and in addition Southern Pacific agents are located in practically every city and town reached by its lines.

- E. W. CLAPP, *General Passenger Traffic Manager*, San Francisco, Cal.
- F. C. LATHROP, *Passenger Traffic Manager*, San Francisco, Cal.
- C. L. McFAUL, *Passenger Traffic Manager*, Los Angeles, Cal.
- J. A. ORMANDY, *Passenger Traffic Manager*, Portland, Ore.
- J. D. MASON, *General Passenger Agent*, El Paso, Texas.
- J. H. McCLURE, *General Freight and Passenger Agent*, Phoenix, Ariz.
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- L. G. HOFF, *Traffic Manager*, Mexican Lines, Guadalajara, Mex.
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- F. S. MCGINNIS, *Vice-President, System Passenger Traffic*,
San Francisco, Cal., and Houston, Texas.